

Biennial Report on the Status of Recruitment and Retention of Hunters, Trappers, and Anglers

The Sporting Heritage Council *August 28, 2016*



The newly re-constructed target range at the Peshtigo Wildlife Area is a great example of application of Pittman Robertson funding being used to support Wisconsin hunting enthusiasts.

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Executive Summary

We are pleased to submit the Biennial Report on the status of Recruitment, Retention, and Reactivation (R3) of Wisconsin hunters, trappers and anglers.

2011 Wisconsin Act 11 created the Sporting Heritage Council and directed us to send a report to the Governor, the chairperson of the Natural Resources Board and the chief clerks of the Legislature every two years to update them on the current status of the statewide efforts to recruit new hunters, trappers and anglers, retain those that are currently hunting, fishing and trapping, and reactivate those whose participation has lapsed.

In the past two years, the Sporting Heritage Council (Council) has facilitated the implementation of two new DNR grant programs (Hunter Recruitment Development Training, and Education grant; Shooting Range grant) designed to increase participation in hunting and shooting sports. These two grants awarded nearly \$300,000 to Wisconsin organizations in the past two years. The Council has facilitated and promoted maintaining Wisconsin's outdoor heritage by reaching out to new and non-traditional audiences, guiding DNR programs, and providing ideas and input. Council members and staff attended the Midwest Sportmen's Caucus initial Cast and Blast event at Yellowstone Lake State Park and the Pope & Young Bow Rendezvous at the MacKenzie Center. The Council provided input to the development of the National Hunting and Shooting Sports R3 Action Plan and Wisconsin's integrated hunting, angling, and trapping R3 plan.

Hunting

Hunter numbers have been predicted to decline over time and that prediction has been realized, yet deer hunter numbers in license years 2012, 2013, and 2015 were above the predicted number. The Council provided support and critique to DNR staff implementing various R3 actions and is carefully tracking hunter participation trends. Support for hunting by Wisconsin citizens appears to be at or near all-time highs according to national surveys.

Trapping

In the past ten years, there has been a strong increase of applicants for permits such as bobcat, otter, and fisher. This suggests a possible increase trapping (and hunters – for bobcat permits). The number of trapper education graduates has increased from 500 ten years ago to over 2,000 each of the last two years.

Angling

Wisconsin has a rich fishing tradition due to the abundance of outstanding lakes, rivers and streams. Today 1.2 million anglers purchase licenses and spend over 21 million days fishing each year in Wisconsin. Marketing to reduce “churn” and increase purchase avidity may be a valid strategy to maintain angler numbers. Wisconsin Fishing license

sales peaked 30 years ago in the late 1980s. While our overall population level has continued to increase since then, the number of anglers has remained fairly stable.

Table 1. 2015 Hunter Recruitment, Development, Training, and Education Grants

Applicant	Title	Amount Requested	Funding Level
Pheasants Forever	Spirit of the hunt	\$10,000.00	\$10,000.00
Scott Kirchoff, LLC	Learn to Hunt for Food	\$10,000.00	\$10,000.00
Aldo Leopold Foundation	Hunting for land ethic - women	\$10,000.00	\$10,000.00
Southside Sportsman's Club	Learn to Hunt - Milwaukee	\$7,650.00	\$7,650.00
Brad Hasheider	LTH f Food Mentor incentives	\$3,915.00	\$3,915.00
Derric Francis - Hunt Butler	Novice Video tutorials	\$10,000.00	\$10,000.00
Pheasants Forever	Access Ability ATV Wheelchair	\$10,000.00	\$10,000.00
Friends of the WI CC	YCC Mentor Pilot	\$9,950.00	\$9,950.00
Aldo Leopold Foundation	Conservationist's guide to hunting	\$10,000.00	\$10,000.00
Kids And Mentors Outdoors	Mentor Recruitment	\$9,377.00	\$9,377.00
Chad Frase Bowhunting	Bowhunter recruitment	\$9,800.00	\$9,800.00
Oregon Sportsmen's Club	Archery access for all	\$9,515.14	No funding
Dry Dog Ranch	Mentor incentives	\$2,246.00	\$2,246.00
Totals		\$112,453.14	\$102,938.00

Hunting and Shooting Sports Participation

Background

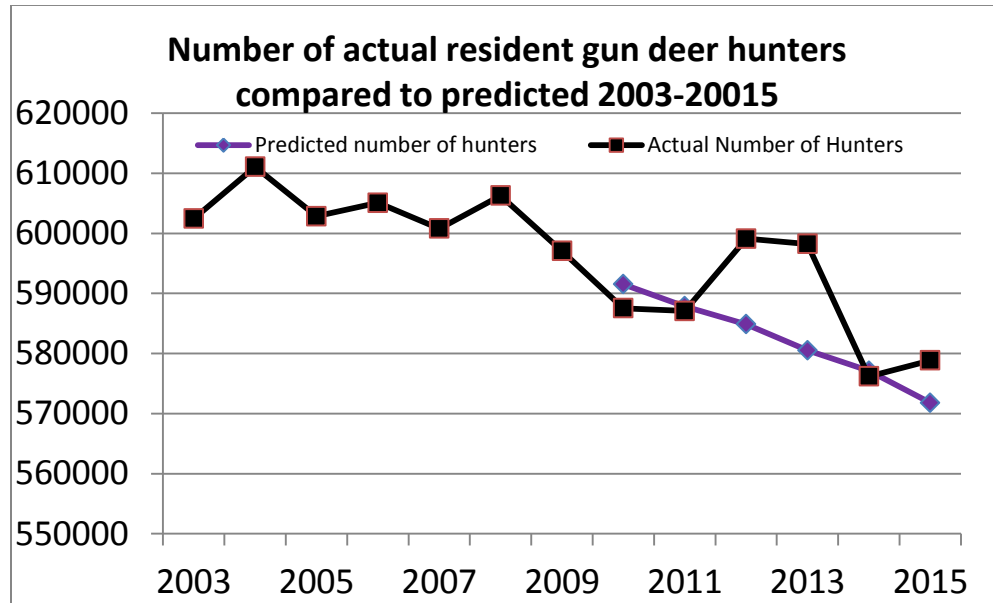
Hunting provides essential components necessary for long-term and effective natural resource conservation including providing a mechanism to manage wildlife populations, funding for management, and a valuable connection to the natural world in an increasingly urbanized society. However, the total number of hunters (residents and non-residents with any hunting license) Wisconsin DNR reported to the federal government has declined from 770,000 in 2000 to about 717,000 in 2015.

In response to identifying these trends, WDNR has implemented several actions to build capacity for enhancing participation in hunting through the Hunting and Shooting Sports Coordinator. Several pilot efforts and programs are being integrated and evaluated to optimize impact and measure results. In response, DNR efforts will pivot to focus on those that are effective at increasing hunter, angler, and trapper participation.

Hunter Numbers Above Projection

Hunter numbers in license years 2012, 2013, and 2015 were slightly above recent predictions. There are a whole host of variables that influence hunter numbers including

popular television, demographics, societal changes, economics, socio-economic status, and our efforts. It is also possible that recently implemented changes in deer management increasing hunter involvement and engagement have had an effect on avidity and enthusiasm for participation.



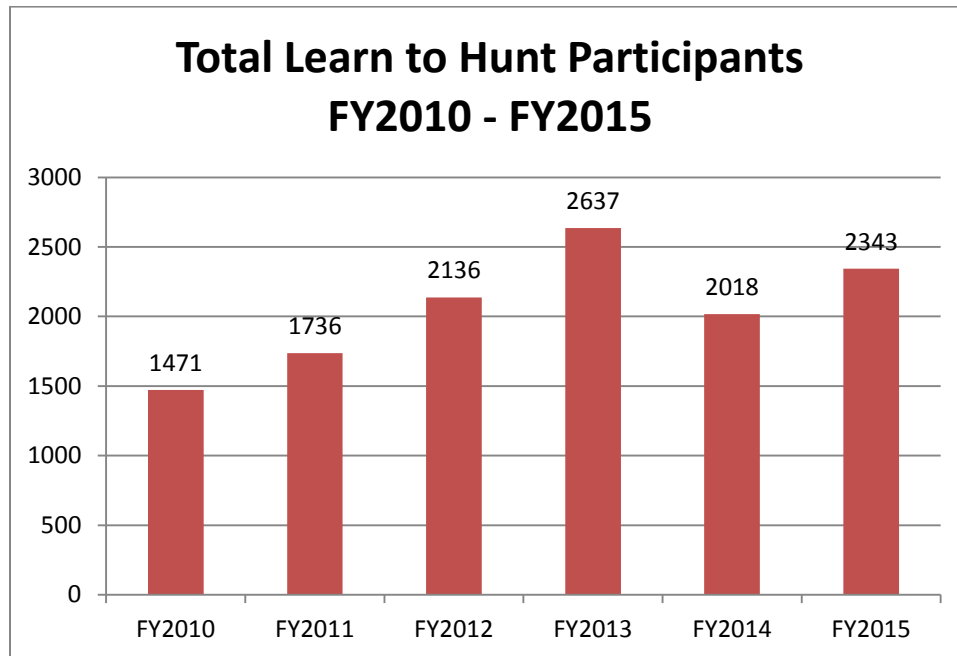
Hunter Recruitment & Retention

Over 430 novice *adult* hunters participated in LTH events in FY 2016 down some from the over 500 novice adult hunters in FY2015. However, adult participation made up 30% of all LTH attendees; nearly double the proportion of adults over the past five years. Thirty-one percent of events (thirty-five events) reported multi-cultural participation, more than the 27% last year. We are continuing to focus on recruiting more adult novice hunters and becoming more effective at targeting new hunters from diverse audiences.

We believe recruiting new adult hunters is critical for several reasons: First interest in gathering their own food leads many adults to want to try hunting. Second, adults are independent and have decision making authority in their lives. They don't need any support in the form of waking up early, staying up late, or packing a lunch. Once they know what they are doing, they can go hunt on their own. Third, they have money and they are willing to pay to learn. Finally, many will have kids of their own soon. If we pass on the opportunity to train interested young adults to hunt, training their children to hunt will become increasingly difficult.

Four Learn to Hunt for Food courses were established in each year (FY2015 and FY2016). Two were held each fall of 2014 in Madison, one in Watertown and one each spring (turkey) in Madison. These Learn to Hunt for Food courses had between 10 and 20 participants each. Approximately 140 interested adults have been taught the skills and

knowledge needed for hunting. Learn to Fish for Food and Fishing for Dinner courses attracted about 40 people. Interest and opportunities in these courses is continuing to grow. The approach works to create new hunters and anglers. The next steps are to work with partner groups and rod and gun clubs to adopt the idea. The Council endorses the continued expansion and evaluation of this novel recruitment technique.



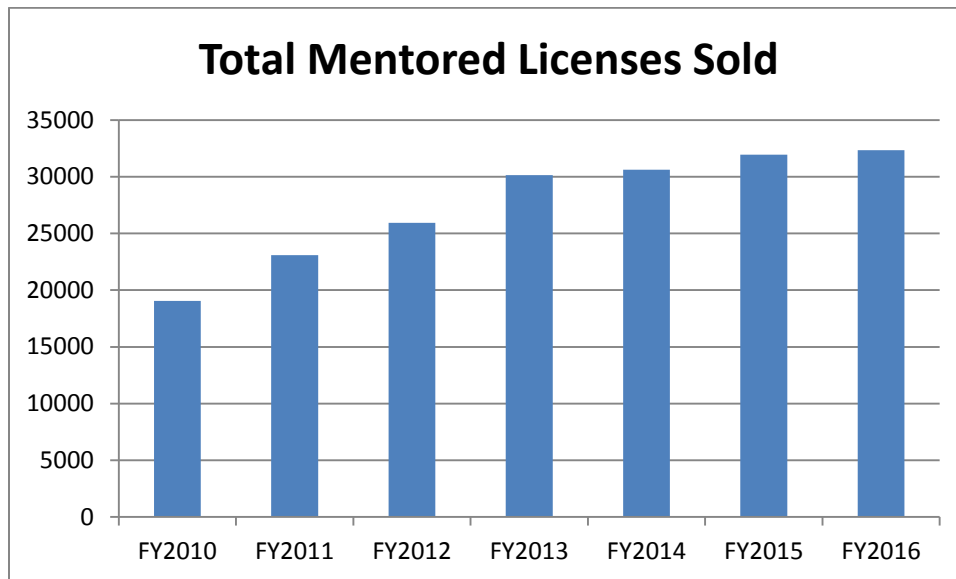
Learn to Hunt Female Participation

Of all LTH participants females made up 31% and 30% in FY 2015 and FY2016 respectively; substantial growth over the 15% of just a few years ago. The percentage of total hunters who are female was 10% in 2105 and 11% in 2016. The hunting and shooting sports program will continue to pursue this objective.

Mentored Hunting

Since 2009 authorizing legislation, anyone 10 or older may hunt in Wisconsin without first completing a hunter education course if he or she is accompanied by a licensed hunter (mentor), hunts within arm's reach of the mentor, and follows other program rules. This one-on-one opportunity gives first-time hunters a chance to try hunting in a safe situation and enables veteran hunters to pass on their knowledge and passion for the outdoors.

Mentored hunting licenses increased slightly over 2014 with over 32,330 being sold. This continues the steady increase over the last five years. However, growth in mentored license sales appears to be slowing, likely because the opportunity is effectively reaching a small number of NEW hunters. The primary participants in this opportunity are the children of hunters who are starting hunting two years earlier. The Council is investigating effective ways to recruit hunters from non-traditional backgrounds.



(New) First Time License Buyers

Created by legislation in 2012, the department has been offering discounts in license prices to first time buyers and returning buyers. The number of first time gun deer license sales declined 5% last year. In 2015, 31% percent of first time gun deer buyers were female (up 13% from the previous year) and 62% of the total were adults. In 2016, 36% were female and 64% were adults. Future objectives will be to maintain a high proportion of adults and females taking advantage of this opportunity and evaluate the impacts of this program to securing hunter numbers.

Evaluating our Efforts

In FY2015 WDNR initiated a collaboration to evaluate the effects of the LTH program.

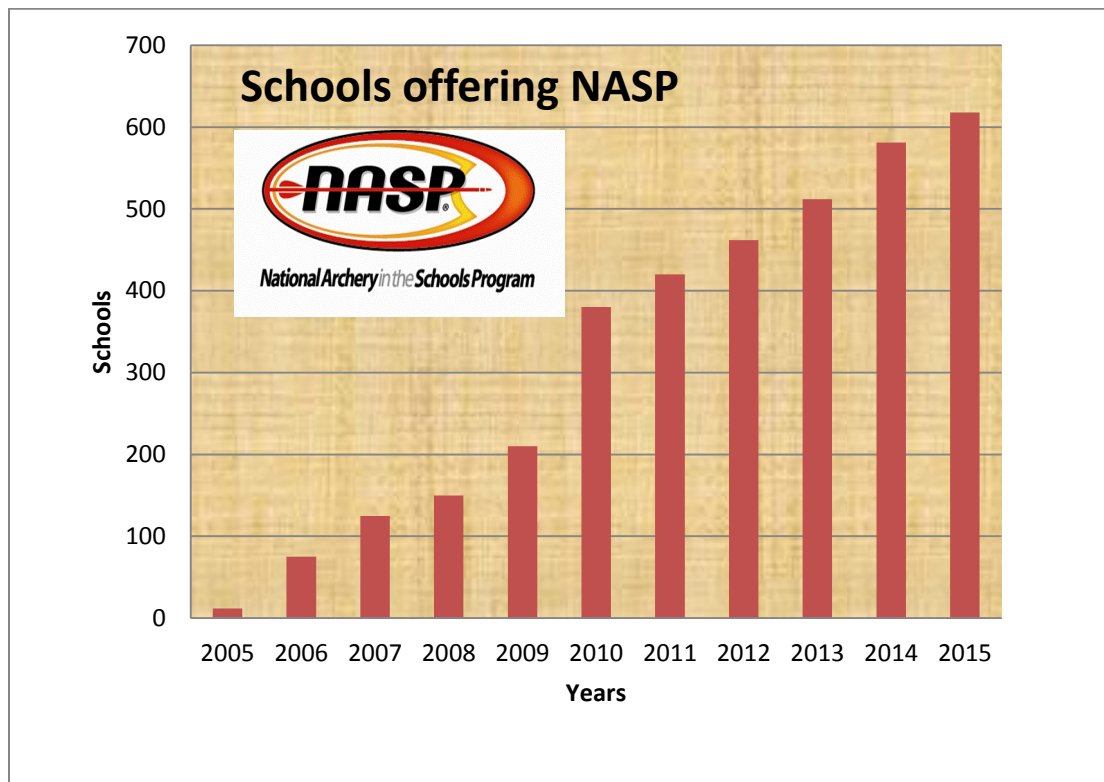
Evaluating Wisconsin's Learn to Hunt programs using mark-recapture survival analysis

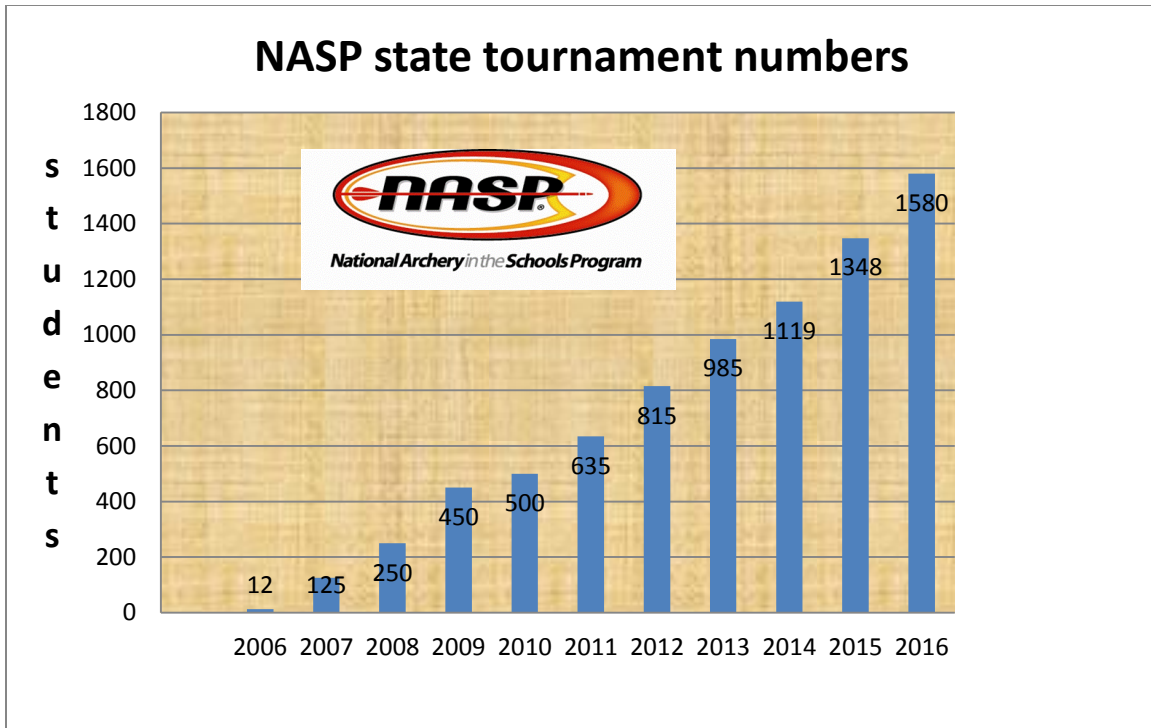
- The goal is to evaluate the various LTH programs and types conducted and determine if any are predominantly more successful in creating *new* hunters.
- Wisconsin is piloting Learn to Hunt programs for adults belonging to specific interest groups.
- Public and agency interest in these new, more targeted programs is high, but they have not yet been evaluated.
- We will examine the “survival” rates of hunters recruited into the hunting population through their participation in these updated Learn to Hunt programs by comparing hunters from different programs to see if certain programs foster higher retention rates than others.
- Using data from the Wisconsin DNR's Automated License Issuance System (ALIS) and Learn to Hunt participant records, we will conduct a mark-recapture survival analysis of Wisconsin hunters recruited from 2011-2014.

Wisconsin NASP program update

Dan Schroeder coordinates and administers youth and adult archery education and programs including the National Archery in the Schools Program (NASP), the Explore Bowhunting and Explore Archery education programs and the Scholastic 3D Archery (S3DA) program.

Over the past 12 months the Wisconsin NASP program grew from 580 schools to well over 600, there have been 6 Explore Archery programs offered at various locations across the state. The Explore Bowhunting curriculum was offered at two schools and 7 different Park and Recreation Department and state park education facilities. The Scholastic 3D Archery program began with three clubs forming in Wisconsin and two S3DA certification classes conducted.



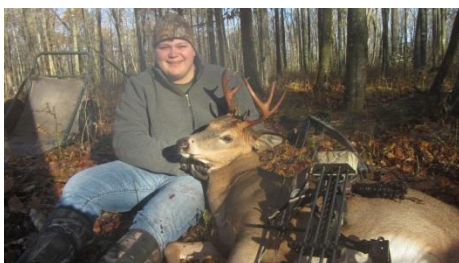


The WI NASP state tournament participation increased to almost 1600 kids last year. The NASP/IBO round, where kids shoot at 3-D targets almost doubled participation numbers, adding to an already growing number of kids taking the next step in target archery and Bowhunting.

The first ever Wisconsin NASP teacher's convention is being planned for the fall of 2016. Coaches, teachers and parents will have a chance to attend seminars on coaching new archers, grant and fund raising ideas, setting up and running tournaments and much more.

Wisconsin Explore Bowhunting update

The Explore Bowhunting curriculum continues to grow in Wisconsin. In 2015 there were several groups that used the Explore Bowhunting materials as part of their Learn to Bowhunt program.



Several State park and Educational facilities along with many Park and Recreation programs were offered. Course materials and tools, including student handbooks were provided to each program.

North Lakeland School in Northern Wisconsin used the Explore Bowhunting curriculum as part of an in-school class on Outdoor Education. The class wrapped up with 8 students going to the woods as part of a Learn to Bowhunt experience. The young lady pictured harvested her first deer as a result of the education and practice she received during the class.

Explore Archery program

Programs wishing to add the Explore Archery materials to their programs must first register their program with USA Archery. Curriculum materials are then made available to them, at no charge through the WDNR. In 2015 6 Explore Archery programs were offered in Wisconsin. Groups running these programs ranged from after- school programs, to Park and Recreation departments to YMCA camps.

Scholastic 3D Archery update

The Scholastic 3D Archery program was unveiled in January of 2015 in Wisconsin. As a follow-up to many youth beginner archery programs the first 6 months were spent sharing information on S3DA and educating groups that were interested but not sure how to get started. By December 2015 there were 3 S3DA clubs in Wisconsin and a total of 18 people went through the required training.

2014 Multi-State Conservation Grant Program

WDNR is a co-investigator on two national grants; “Recruiting and Retaining Nontraditional, Young Adult Participants into Hunting and Fishing through Targeted Marketing, Instruction, Mentoring and Social Reinforcement” led by Southeast Association of Fish and Wildlife Agencies and Midwest AFWA and “Development and Implementation of a National Hunting and Shooting Sports Action Plan – Strategies for Recruiting, Retaining and Reactivating Hunting and Shooting Sports Participants”, led by the Wildlife Management Institute. These projects will take place over two years. Results of these projects will be curricula and evaluation techniques that produce implementable, standardized, effective programming for recruiting and retaining hunters.

National Hunting & Shooting Sports Action Plan - Strategies for Recruiting, Retaining and Reactivating Hunting and Shooting Sports Participants

The Council for the Advancement of Hunting and the Shooting Sports recently approved the National Plan. WDNR staff played an integral role in developing and completing this plan and will continue to integrate it into R3 (recruitment, retention, and reactivation) efforts here. The Sporting Heritage Council received frequent updates and provided review of the plan content and direction, fully supporting the need and implementation.

Partnerships among the stakeholder community, in conjunction with an integrated framework to identify needed strategies and effectiveness measures, are key to stabilizing and increasing hunting and shooting sports participants. Coordination of local and national efforts under a unified plan will clarify where R3 initiatives are needed and what resources are required to support those efforts. Additionally, a national plan will provide guidance and structure for partnerships that can effectively meet the needs of new audiences who will ultimately inherit our nation's hunting and shooting sports heritage. Finally, a coordinated national strategy can provide direction on how the conservation community will need to address the challenges of the future—how we build a pathway leading to a lifelong participant and how we facilitate institutionalizing the process to becoming a hunter.

The purpose of the National Hunting and Shooting Sports Action Plan (Plan) is to identify, coordinate, and focus resources available for R3 at local and national levels. Implementing the recommendations contained in this plan will help ensure that the hunting and shooting sports heritage of the United States will persist. If not, the future of these traditions and the natural resources they conserve will fall into uncertainty.

Target Ranges

McMiller Range Repairs

All four rifle/pistol ranges now have electricity and sound systems for communications and safety. Each range has a light system for every three shooting positions that indicates fire (green); one minute to cease fire (yellow); and cease fire (red). McMiller range went under new management in December 2014. Wern Valley Outdoors Inc. won the bidding process and is the lessee of McMiller shooting range until 2019.

DNR and partners are conducting strategic work planning for future projects at the range complex.

Public Shooting Range Development

A site has been selected for a public shooting range in Columbia County from a group of 7 potential sites in the county. The site selected is on the Mud Lake State Wildlife Area property west of the town of Rio. All documents and paperwork were finalized for the Mud Lake range, and the NRB approved the funding and construction of the range. Construction is set to begin early in 2017.

The Peshtigo Wildlife Area rifle and pistol range was re-built with new shooting sheds, a new 25-foot handgun range and improved disabled access.

At the Boulder Junction Range on the Northern Highland State Forest many improvements were made to the facility including a new safety fence, flooring, and added sand and gravel. Additional projects in the future will improve backstops and range maintenance and management.

On the Lower Wisconsin State Riverway, the master plan includes consideration for range establishment.

Public Shooting Range Maintenance

Various maintenance activities were undertaken at thirteen public shooting ranges throughout the state for a total of nearly \$1,300,000 in proposed upgrades, including providing handicapped access, re-builds, and upgrades, and many other maintenance projects at ranges in Chippewa, Price, Oconto, Marinette, Lafayette, Waushara and other counties. At least two new archery range projects await implementation.

Private Range Projects

Since the advent of the department's new private range grant program in 2013, the Council has supported the allocation of approximately \$1 million in Pittman-Robertson funds to projects to assist local rod and gun clubs manage and improve their ranges. In FY 2015, the council supported another \$185,000 in funding (Table 2)

Table 2. FY 2015 Shooting range grants – private ranges

Applicant	Funding request	Funding Level
Hudson R&G	\$114,000.00	\$114,000.00
Sauk Prairie	\$46,072.00	\$35,322.00
Boulder	\$12,611.25	\$12,611.25
Wausau	\$8,000.00	\$8,050.00
Milford Hills	\$15,000.00	Withdrew
Fireline	\$100,000.00	Denied
Totals	\$295,683.25	\$184,983.25

Federal Omnibus Legislation

The Sportsmen's Heritage and Recreational Enhancement (SHARE) Act, sponsored by CSC Co-Chairs Representatives Rob Wittman (VA) and Tim Walz (MN) includes the Target Practice and Marksmanship Training Support Act. This could increase from 75% to 90% the amount of federal cost sharing available for a shooting range development projects.

H.R.4818 has been introduced in the US Congress. Titled "Modernizing the Pittman-Robertson Fund for Tomorrow's Needs Act of 2016" this bill amends the Pittman-Robertson Wildlife Restoration Act to make it one of the purposes of the Act to extend financial and technical assistance to the states for the promotion of hunting and recreational shooting.

- The bill also prescribes a formula for the allocation of funds apportioned to a state that may be used for any activity or project to recruit or retain hunters and recreational shooters.
- Amounts apportioned to the states from any taxes on pistols, revolvers, bows, and arrows may be used for hunter recruitment and recreational shooter recruitment.
- The funds apportioned to a state for wildlife restoration management may be used for related public relations.
- If a state has not used all of the tax revenues apportioned to it for firearm and bow hunter education and safety program grants, it may use its

remaining apportioned funds for the enhancement of hunter recruitment and recreational shooter recruitment.

- Up to \$5 million of the revenues covered into wildlife restoration fund in the Treasury from any tax imposed for a fiscal year on the sale of certain bows, arrows, and archery equipment shall be available to the Department of the Interior exclusively for making hunter recruitment and recreational shooter recruitment grants that promote a national hunting and shooting sport recruitment program, including related communication and outreach activities.

Trapping

Future Trappers of Wisconsin

Future Trappers of Wisconsin is an organization of the Wisconsin Trappers Association (WTA) and partially supported by the DNR through trapper education. It's the only such organization in the nation, is solely for youth with interest in trapping and taking on leadership roles, and has been functional now for about 7-8 years. This is an example of the strong visionary leadership of the WTA.

Trapper Education Program.

Again, with strong interest and involvement from the WTA we have the most complex trapper education program in the country. Standard courses are offered throughout the state by volunteer instructors (all WTA members); a correspondence course is available for those without access to a class; still have at least one Trapper Camp where students spend a long weekend at Sandhill Wildlife Area taking trapper ed and actually setting traps and processing furbearers caught; and then we have Wildlife Fur School (week long for agency folks); University Fur School for two universities and one college; Law Enforcement Fur School (four-day event we assist LE with); Wolf Trapper Education Workshops; and most recently, via Act 168, we now have Ag teachers trained in as trapper education instructors who are teaching this as part of their curriculum. The program trained in 29 teachers in 2013 and another 14 this past June. The number of trapper education graduates has increased from 500 ten years ago to over 1,600 each of the last three years.

Limited draw permits

In 2005 we had applicants as follows: Fisher – 7,212; Otter – 7,650; and Bobcat – 9,461. In 2015, even with reduced permits from ten years ago: Fisher – 15,582; Otter – 15,234; and Bobcat – 13,962. This is somewhere around a doubling of applicants for fisher and otter and a 4,000 applicant increase for bobcat over the last 10

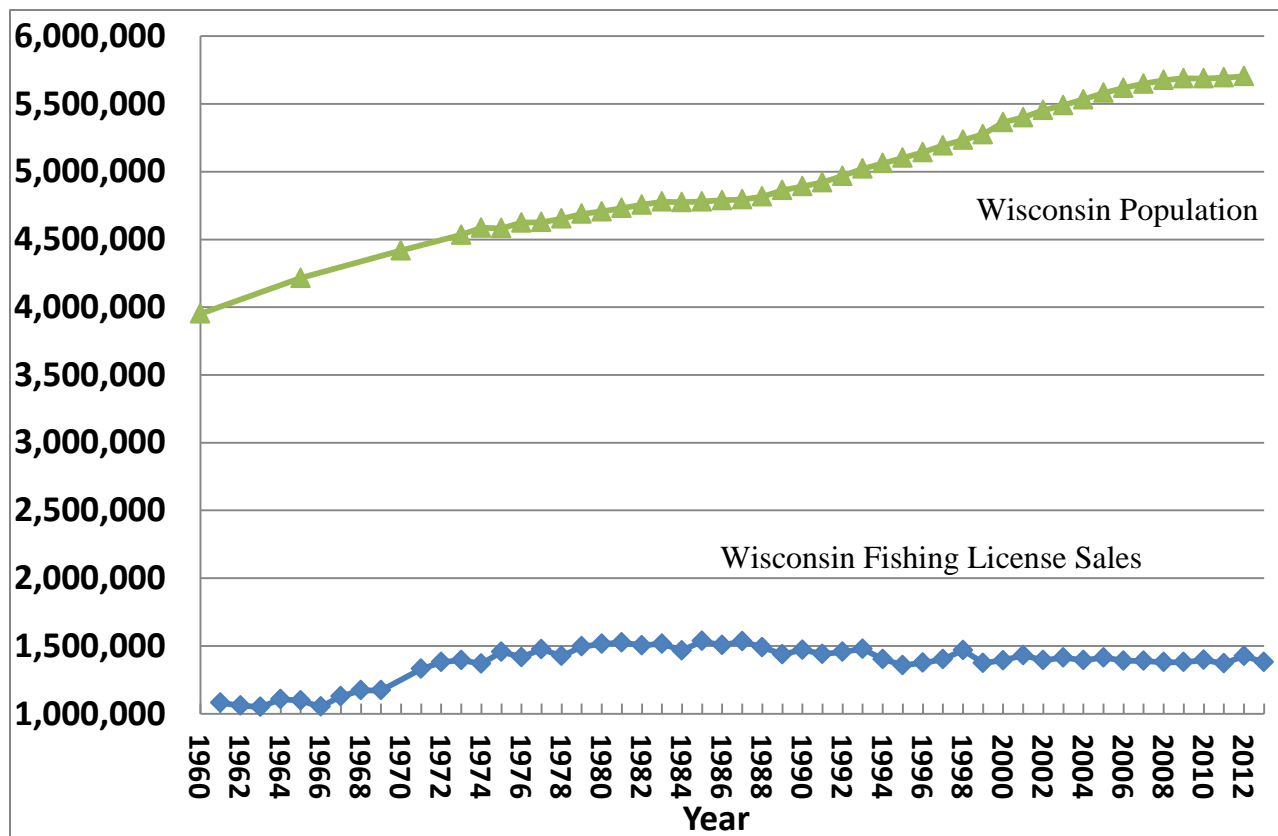
years. This suggests we have an increased number of trappers (and hunters – for bobcat permits) that are part of our active furbearer management program.

Angling

Angler Recruitment and Retention in Wisconsin

Wisconsin has a tremendously rich fishing tradition due to the abundance of outstanding lakes, rivers and streams in and around the state. Early television programs like *American Sportsmen*, and numerous magazines such as *Field and Stream* reinforced the lure of the outdoors within millions of baby-boomers across the US. Since the 1960s these baby-boomers and their parents, and in the earlier years their grandparents, consistently bought their fishing licenses and over time helped build the current \$2.27 billion per year fishing related tourism industry supporting 21,500 jobs in Wisconsin. Today 1.25 million anglers purchase licenses and spend 21.3 million days fishing each year in Wisconsin. Tourism is the #3 industry in the state and fishing is a big part of the tourism business.

Wisconsin Fishing license sales peaked 30 years ago in the late 1980s, while our overall population level has continued to increase over the same time period. Detailed analyses



of Wisconsin fishing license sales indicate that while the diminishing numbers of baby-boomers and other older anglers generally consistently purchase their fishing licenses, younger anglers ages 16 to 30 are not. Research (Southwick Associates, 2010) has shown that current, lapsed, and former anglers have many other things competing for their time, and that health and age is a significant factor contributing to not going fishing for former and lapsed anglers.

In summary, older anglers who have been the backbone of license sales for decades are getting older and may likely continue to drop away from fishing, and younger anglers and potential anglers have many other things that compete more successfully for their time. These factors, and likely others, contribute to a trend in fishing license sales in Wisconsin, and probably in many states.

Walleye Initiative Update

We know walleye remain a top objective for many anglers and the walleye fishery makes a significant contribution to the overall \$2.3 billion per year economic impact of sport fishing in the state.

- The Wisconsin Walleye Initiative represents a historic effort to support the walleye fishery by rebuilding natural reproduction and stocked populations. Walleye fingerlings of 6 inches or more— known as extended growth fingerlings—survive at a rate 10 times higher than small fingerlings in some waters and play a central role in the Wisconsin Walleye Initiative stocking strategy.
- The Initiative included **\$8.2 million for state hatchery infrastructure improvements** including \$4.6 million for improvements at Art Oehmcke Fish Hatchery in Oneida County and \$2.5 million for the Gov. Thompson Fish Hatchery renovation in Washburn County.
 - Thompson Fish Hatchery upgrades - Phase 1 is 100% complete. The [four](#) ponds are repaired and operational. The last bit on this project is cosmetic work around the ponds.
 - \$385,900 was the value of the contract.
 - Phase 2 is in progress. Completion is about 65%. Cost is [approximately](#) \$1,053,740
 - Phase 2 is mostly about upgrading the water supply, which includes new filtration and disinfection with UV light. There is also a new truck disinfection bay and egg disinfection area. The egg disinfection area is complete and in use.
- The Initiative also provided **\$2 million in grants to tribal and private hatcheries to expand operations** for the production of extended growth fingerlings.
 - Through 2015, tribal and private hatcheries produced and stocked out 478,688 extended growth fingerling walleye.
- **Since 2013, a total of 1.9 million extended growth fingerling walleye have been stocked into 367 waterbodies around the [state](#).**

- For 2016, DNR is seeking some 229,000 fish from private and tribal fish farms to meet statewide stocking needs. In addition, DNR will produce more than 598,000 fish for stocking.
- **This year's planned stocking of some 827,000 extended growth walleye** will eclipse the 2015 record of 760,000 fish.
- The fish that have been stocked during the first few years of the initiative should reach legal size over the next two to three years. DNR fisheries managers will continue to do survey work to determine where stocking activities are working to make the most of this valuable product.

	Walleye Stocked (extended growth)			
	2013	2014	2015	Total
DNR/State Hatchery	416,506	506,891	521,515	1,444,912
Tribal and Private Hatchery	26,455	212,779	239,454	478,688
Total	442,961	719,670	760,969	1,923,600
Number of waterbodies	102	151	133	*367 distinct waterbodies

*Stocking is done every other year, so some waters that were stocked in 2013 were also stocked in 2015, hence some waters are stocked twice during this timeframe.

Below is a summary of two promising angler R3 projects the Council has been following.

Locavore Recruitment , AFWA - FHRL, FY-2014-2015

Successfully launched the pilot project with broad base of partners: community education, natural foods industry, food security and sustainable lifestyle advocates and colleagues. Reached out beyond our traditional audiences to encourage people, particularly those under 30 to consider the fish they catch from local waters as a healthy, sustainable food option, with future license buying a primary goal. Held two multi-session classes in Milwaukee and Madison. Worked with graphic designer to create a table top exhibit and exhibited at 5 venues over the course of 8 days: Food for Thought, 16th Street Community Health Center's Open House, Wisconsin Local Foods Network Summit, Canoeopia, and Midwest Renewable Energy Fair. Made new contacts and established new relationships that are bearing positive results for effective partnerships. Organized and conducted 9 sessions that comprised 2 classes, one 5-session class and one 4-session class. Together they served 31 people with the help of 25 other presenters and instructors. The classes were well-received. Most participants have purchased licenses, but more follow-up is needed to determine the exact number. The desired long-term mentor aspect did not take hold; however a few class members joined fishing clubs.

Locavore Recruitment , AFWA - FHRL, FY-2015-2016

Continued the successful pilot project with broad base of partners: chefs, community education, natural foods industry, food security and sustainable lifestyle advocates and colleagues. Reached out beyond our traditional audiences to encourage people, particularly those under 30 to consider the fish they catch from local waters as a healthy,

sustainable food option, with future license buying a primary goal. Organized and conducted 13 sessions that comprised the following classes: two 4-session winter classes in Milwaukee and Madison that served a total of 34 people and one 5-session spring class in Madison that involved shorefishing followed by a shore lunch, and fishing from pontoons rented from Madison School Community Recreation. That class served 17 people, including 5 repeat participants from the winter class. The total for new participants was 46 (grand total of participants: 51); 16 already had licenses and 30 benefited from the Learn to Fish license waiver. The culinary sessions were held at Hunger Task Force, Willy Street Co-op and West High School; the shore lunch was held at Brittingham Park in Madison. Coordinated scheduling of venues, 35 instructors and helpers, captains and crews for 3 pontoon boats, and all logistics for the classes. Cross-pollinated Fishing for Dinner with Free Fishing Weekend at the Les Voigt Hatchery FFW event; response was excellent. Exhibited table-top display at 4 venues over the course of 9 days: a Badger School foods celebration, Wisconsin Local Foods Network Summit, Canoeopia, and Midwest Renewable Energy Fair. Colleagues in the Fish Contaminants program used the exhibit for two other 1-day events. Made new contacts and established new relationships that are bearing positive results for effective partnerships. Most participants have purchased licenses, but more follow-up is needed to determine the exact number. The desired long-term mentor aspect did not take hold. Next steps will be to 1.) track license purchasing habits of participants using their customer service numbers. 2.) engage partners willing to go beyond the one-day event to replicate this model statewide if we are to see more than a few dozen participants each year, and 3.) hold training sessions for willing partners, similarly to how angler education instructors were previously trained.

Sporting Heritage Council Members 2016

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Rob Bohmann (Conservation Congress appointee)
Tony Grabski (Deer)
Mark LaBarbera (Game Birds)
Ron Bruch (Angling)
Mike Rogers (Bear)
Scott Zimmerman (Furbearer)
Bill Torhorst (Governor's appointee)
Sen. Tom Tiffany
Sen. Bob Wirth
Rep. Romaine Quinn
Rep. Nick Milroy
Keith Warnke (WDNR Staff)